

WHAT IS CLAIMED IS:

1. A method of providing a position-based service to a mobile user,
comprising:
5 establishing a connection between a wireless mobile terminal and a central
site server;
repeatedly determining a present position of the wireless mobile terminal;
alternatively enabling or disabling the determining of the present position of
the wireless mobile terminal in dependence on a switch signal, wherein the step of
alternatively enabling or disabling the determining of the present position
10 information does not affect whether power is applied to other components of the
wireless mobile terminal;
in the central site server, for each of the determined present positions,
accessing an automated database and retrieving therefrom information that
corresponds to the present position;
15 for each of the determined present positions, communicating the retrieved
corresponding position-based information from the central site server to the
wireless mobile terminal by means of the established connection; and
in the mobile terminal, supplying the position-based information to an
output device, thereby making it available to the mobile user,
20 whereby as the present position of the mobile user changes, the mobile user
is supplied with information pertinent to the present position.

2. A system for providing a position-based service to a mobile user, the
system comprising:
a wireless mobile terminal;
25 a central site server;
a mechanism that establishes a connection between the wireless mobile
terminal and the central site server;

a mechanism that repeatedly determines a present position of the wireless mobile terminal;

a switch that alternatively enables or disables the determining of the present position of the wireless mobile terminal, wherein the switch does not affect whether power is applied to other components of the wireless mobile terminal;

in the central site server, a mechanism that uses each of the determined present positions to access an automated database and retrieve therefrom information that corresponds to the present position;

in the central site server, a mechanism that communicates each of the retrieved corresponding position-based information from the central site server to the wireless mobile terminal by means of the established connection; and

in the mobile terminal, a mechanism that supplies the position-based information to an output device, thereby making it available to the mobile user,

whereby as the present position of the mobile user changes, the mobile user is supplied with information pertinent to the present position.

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